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sponsorwise

REGISTER NOW

TAKE THE TOUR

WISE BUYS

Join now!

Registering offers several advantages for both Sponsors and Sponsorship Properties:

FOR SPONSORS:
Easy access to a comprehensive listing of sponsorship opportunities.

FOR SPONSORSHIP PROPERTIES:
Thousands of qualified buyers will have access to your listing everyday.



For the first time:
Sponsorwise is uniting the global sponsorship marketing community in one easy-to-use marketplace.

REGISTER

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Search

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Registration Form

Sponsorwise, the preeminent website for sponsorship opportunity presentation and management, will launch in the first quarter of 2001.

You have the opportunity to benefit as a Charter Subscriber, if you act now. This offer is only available to the first 300 subscribers.*

1. Your property (event) will be listed as a Charter Subscriber.
2. Your property will be listed on a complementary basis for the first six months of 2001.
3. Subject to your final approval, there will be a listing fee established following the first six months of 2001.

Please complete the Registration form below.

An asterisk (*) indicates required items.

Login Information

* User Name

Your User Name must be at least 6 characters in length.

* Password

* Verify Password

Please note that capitalization matters for the password.

Password Question:

* Answer:

If you forget your password we will identify you with this information; you will need to remember this answer exactly as it is typed above.

Fig. 2

Fig. 3

What is your primary role regarding Sponsorship properties?

- ## What is your organization's primary business activity?

▲	▲

Web Ad 

less than \$1,000	▼
-------------------	---

less than \$1,000	▼
-------------------	---

Fig. 4

Payment Information

*Credit Card Type:

VISA

☐

MasterCard

☐

Discover Cards

☐

*Credit Card Number:

*Cardholder Name:

*Expiration Date:

Month

Year

*Billing Address Line 1:

Billing Address Line 2:

*City:

*State, Territory
or Province:

*Zip Code/
Postal Code:

Required for US and Canadian addresses only.

*Country

United States of America

Other:

Please complete if "Other" is selected as Country above.

CANCEL

SUBMIT

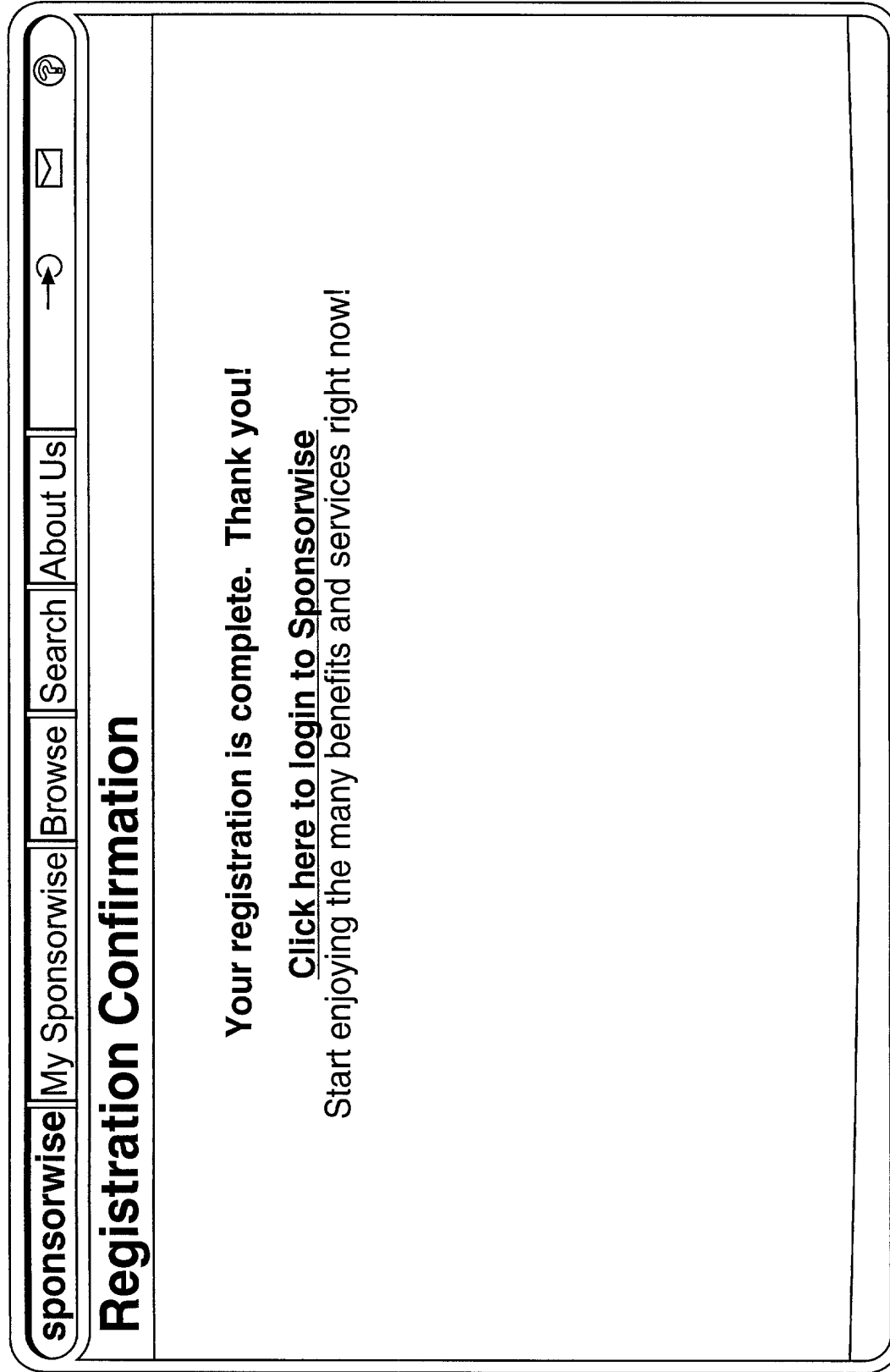


Fig. 6

sponsorwise

Sponsorwise Login

User Name:

Password:

☐ Remember me

LOG IN

Click here if you have forgotten your password or having trouble logging in.

New users should click here to register.

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Fig. 7

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My Sponsorwise
 Front Page | [Property Manager](#) | [RFP Board](#) | [Messages](#) | [My Account](#)

Wednesday, October 18, 2000

Athletes & Entertainers for Kids

Athletes & Entertainers for Kids®

Good Evening
Dave Sullivan of
First Night International

Current Profile:
[Boston 2001 Seller](#)
[Edit Profile](#)

[Create A Property](#)

[Wise Promotions](#)

[Consulting Services](#)

[Property Manager](#)
[RFP Board](#)
[Messages](#)
[My Account](#)

[Favorites](#)

Industry News

Donnie Osmond Tattoo Sold on Sponsorwise for Record \$6.5 Million

Sponsorship Market Growing Thanks to New Internet Opportunities

[More->](#)

Grateful Dead Tribute 1/23/01-New York

Michal Schumacher Convention Center 1/23/01-New York

Las Vegas, NV





Notification

File Type	Subject	Received
<input type="checkbox"/>	RFP:Auto Search has found an RFP that matches your profile	Fri 9/22/00 2:22:PM
<input type="checkbox"/>	Saved Search: New matches to saved search "2001 Events"	Thu 9/21/00 12:45:PM
<input type="checkbox"/>	RFP: AutoSearch has found an RFP that matches your profile	Wed 9/20/00 7:08:AM
<input type="checkbox"/>	Unsold Inventory: Two Week Notice (Columbus Day Parade)	Tue 9/19/00 10:28:AM

FILE

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Fig. 8

sponsorwise My Sponsorwise Browse Search About Us ?	
<p>RFP From Anonymous Buyer My Sponsorwise > RFP Board > RFP</p> <p>REPLY TO THIS RFP</p>	
<p>Overview Audience Description Marketing Opportunities Contact Information</p>	
<p>Company/ Business Type:</p>	<p>Internet-based organization</p>
<p>Market Description: Sponsorship services company aimed at progressive companies looking to enhance sponsorship marketing opportunities and management. Main focus of activity is creating brand awareness in new market area -- East Coast.</p>	
<p>Time Frame:</p>	<p>January 1, 2001 - March 31, 2001</p>
<p>Budget Parameters:</p>	<p>\$20,000</p>
<p>Key Characteristics:</p>	<p>  </p>
<p>Preferred Location:</p>	<p>Zip Code: 02107 City: Boston State: MA Region: NE Closest Major Market: Boston</p>
<p>Additional Qualifications:</p>	<p>Sponsor will only accept proposals with pricing information</p>
<p>Preferred Property Type:</p>	<p> Festivals/Events</p>
<p>This RFP was distributed only to those Property Owners who meet target parameters.</p>	




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My Sponsorwise

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Search

About Us



REPLY TO THIS RFP

RFP From Anonymous Buyer

My Sponsorwise > RFP Board > RFP

Overview | Audience Description | Marketing Opportunities | Contact Information

Attending Audience: 55,000+

Expanded Audience: 250,000

Reached by media promotion and PR.

Audience Keywords: fine dining, jazz, visual arts, young, professional

Household Income:

50%

50%

Under \$25,000: ☒

\$25,000 - \$39,999: ☒

\$40,000 - \$54,999: ☐

\$55,000 - \$74,999: ☐

\$75,000 - \$99,999: ☒

\$100,000 - \$149,999: ☒

\$150,000+: ☒

Age:

50%

50%

Young Children (0-12): ☒

Teenagers (13-17): ☒

Young Adults (18-35): ☒

Mature Adults (36-55): ☐

Seniors (56-75): ☒

Elderly (76+): ☒

This RFP was distributed only to those Property Owners who meet target parameters.

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Fig. 10


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
[Browse](#)


[Search](#)

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RFP From Anonymous Buyer

[My Sponsorwise > RFP Board > RFP](#)

[Overview](#) | [Audience Description](#) | **Marketing Opportunities** | [Contact Information](#)

Marketing Opportunities:

Television
Media
VIP Hospitality
Signage with description windows

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Fig. 11

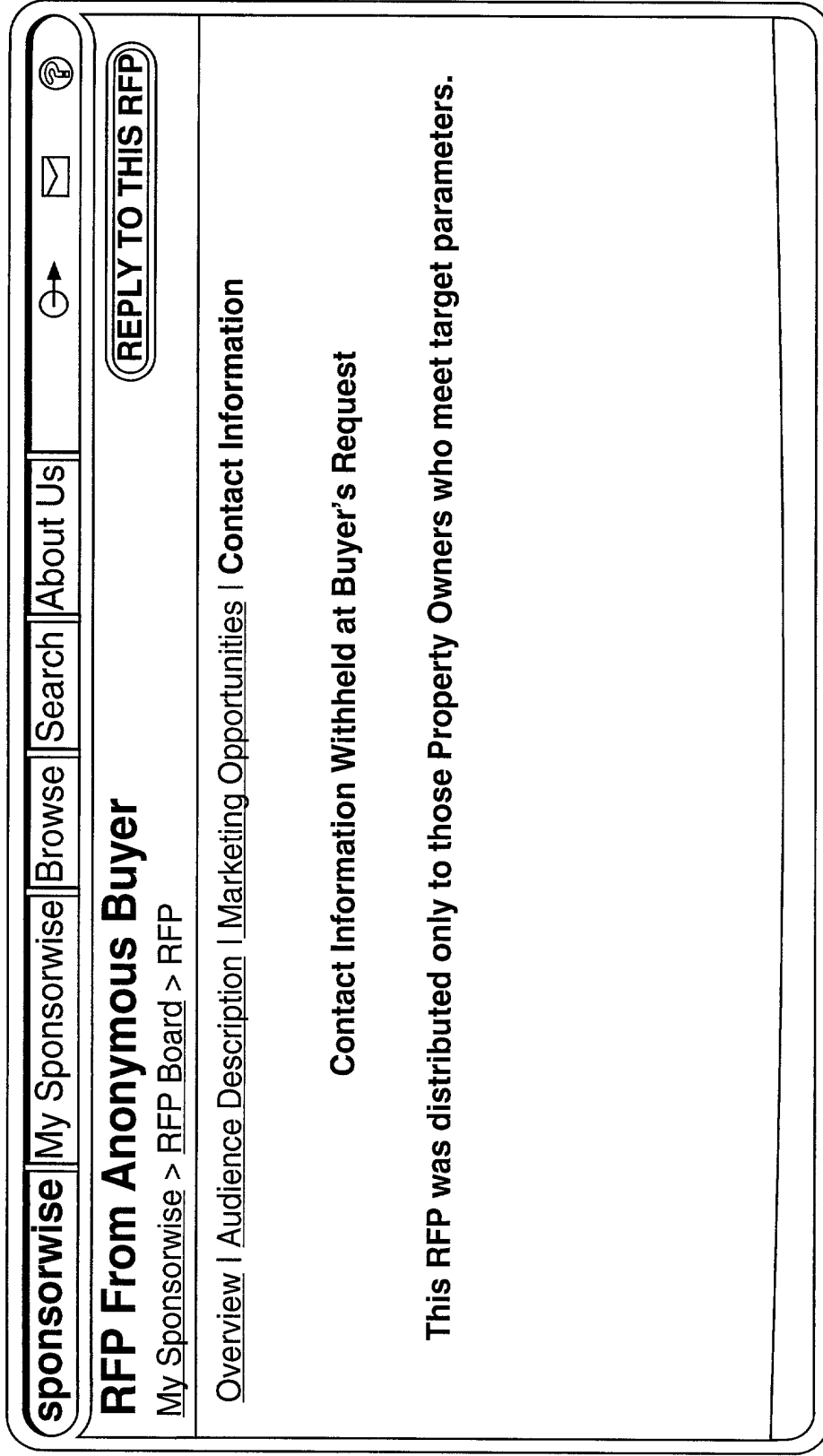


Fig. 12

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My Sponsorwise

Proposal Wizard

NEXT

VIEW PROFILE

ATTACH DOCUMENTS

PAYMENT

SEND

Review your Profile information. Click the "Edit" link if changes are needed.

Contact Information:

First Name:

Dave

Last Name:

Sullivan

Title:

Associate Director

Company:

First Night International

Email:

dsullivan@firstnightintl.org

Phone:

617-357-0065

Fax:

617-357-0066

Street Address:

200 Lincoln Street

Apartment, Suite Suite 301 or Mail Stop:

City:

Boston

State, Province MA or Territory:

Country:

United States of America

Zip/Postal Code:

02111-2418

Property Overview:

Property Name:

First Night 2001

Link to Property Description:

http://www.sponsorwise.com/FirstNightBoston2001.isp

CANCEL

Edit Profile

NEXT

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Fig. 13

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Proposal Wizard

<PREVIOUS

NEXT>

VIEW PROFILE

ATTACH DOCUMENTS

PAYMENT

SEND

Add documents to your proposal. Upload new documents, or select documents from your personal filing cabinet.

UPLOAD

Add a new document

PERSONAL FILING CABINET

Find a document in your filing cabinet

CANCEL

<PREVIOUS

NEXT>

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Proposal Wizard

VIEW PROFILEATTACH DOCUMENTSPAYMENTSEND

Click "Browse" to find a document to upload.

Attachments: *

BROWSE

BROWSE

BROWSE

BROWSE




BROWSE

Description (optional):

*If you have more than five documents that you would like to upload at one time, you may want to batch them into a Zip file. Our system will automatically unzip them and show all the documents from that file on the next screen.

UPLOAD

CANCEL

sponsorwise My Sponsorwise																	
<h1 style="margin: 0;">Proposal Wizard</h1> <hr style="border: 1px solid black; margin: 10px 0;"/> <div style="display: flex; justify-content: space-around; align-items: center;"> VIEW PROFILE ATTACH DOCUMENTS PAYMENT SEND </div>																	
<p>Uploading:</p> <div style="display: flex; justify-content: space-around; align-items: flex-start; margin-top: 10px;"> <div style="text-align: center;">  Uploading document. </div> <div style="text-align: center;">  Finished uploading document. </div> <div style="text-align: center;">  Scanning documents for viruses. </div> </div>																	
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left; padding: 5px;">Attached Documents</th> <th style="text-align: left; padding: 5px;">Description</th> <th style="text-align: left; padding: 5px;">File Type</th> <th style="text-align: left; padding: 5px;">Delete</th> </tr> </thead> <tbody> <tr> <td style="padding: 5px;"><u>FirstNight2000.ra</u></td> <td style="padding: 5px;">Multimedia overview of our Year 2000 celebrations. Requires RealPlayer.</td> <td style="padding: 5px;">Real Multimedia</td> <td style="padding: 5px;"><input type="checkbox"/></td> </tr> <tr> <td style="padding: 5px;"><u>Financials.xls</u></td> <td style="padding: 5px;">Full financial disclosures.</td> <td style="padding: 5px;">Excel</td> <td style="padding: 5px;"><input type="checkbox"/></td> </tr> <tr> <td style="padding: 5px;"><u>HappyNotes.txt</u></td> <td style="padding: 5px;">Tons and tons of letters from happy Sponsors!</td> <td style="padding: 5px;">Text</td> <td style="padding: 5px;"><input type="checkbox"/></td> </tr> </tbody> </table>	Attached Documents	Description	File Type	Delete	<u>FirstNight2000.ra</u>	Multimedia overview of our Year 2000 celebrations. Requires RealPlayer.	Real Multimedia	<input type="checkbox"/>	<u>Financials.xls</u>	Full financial disclosures.	Excel	<input type="checkbox"/>	<u>HappyNotes.txt</u>	Tons and tons of letters from happy Sponsors!	Text	<input type="checkbox"/>	<div style="margin-bottom: 20px;"> <input type="button" value="OK"/> </div> <div> Delete Checked </div>
Attached Documents	Description	File Type	Delete														
<u>FirstNight2000.ra</u>	Multimedia overview of our Year 2000 celebrations. Requires RealPlayer.	Real Multimedia	<input type="checkbox"/>														
<u>Financials.xls</u>	Full financial disclosures.	Excel	<input type="checkbox"/>														
<u>HappyNotes.txt</u>	Tons and tons of letters from happy Sponsors!	Text	<input type="checkbox"/>														

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VIEW PROFILE

ATTACH DOCUMENTS

PAYMENT

SEND

Confirm your payment status.

RFP Reply Credit Balance: 2 credits available -- you may proceed to the next step.

Purchase Additional Credits

CANCEL

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Fig. 18

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Proposal Wizard

VIEW PROFILE

ATTACH DOCUMENTS

PAYMENT

SEND

Review and send your proposal. Click the "Previous" button if you want to make changes.
Click "Send" to release your proposal.

1. Review the RFP you are responding to.

2. Check your attachments.

Attached Documents	Description	File Type
FirstNight2000.ra	Multimedia overview of our Year 2000 celebrations. Requires RealPlayer.	Real Multimedia
Financials.xls	Full financial disclosures.	Excel
HappyNotes.txt	Tons and tons of letters from happy Sponsors!	Text

3. Create a cover note to accompany your proposal. (optional)

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Fig. 19

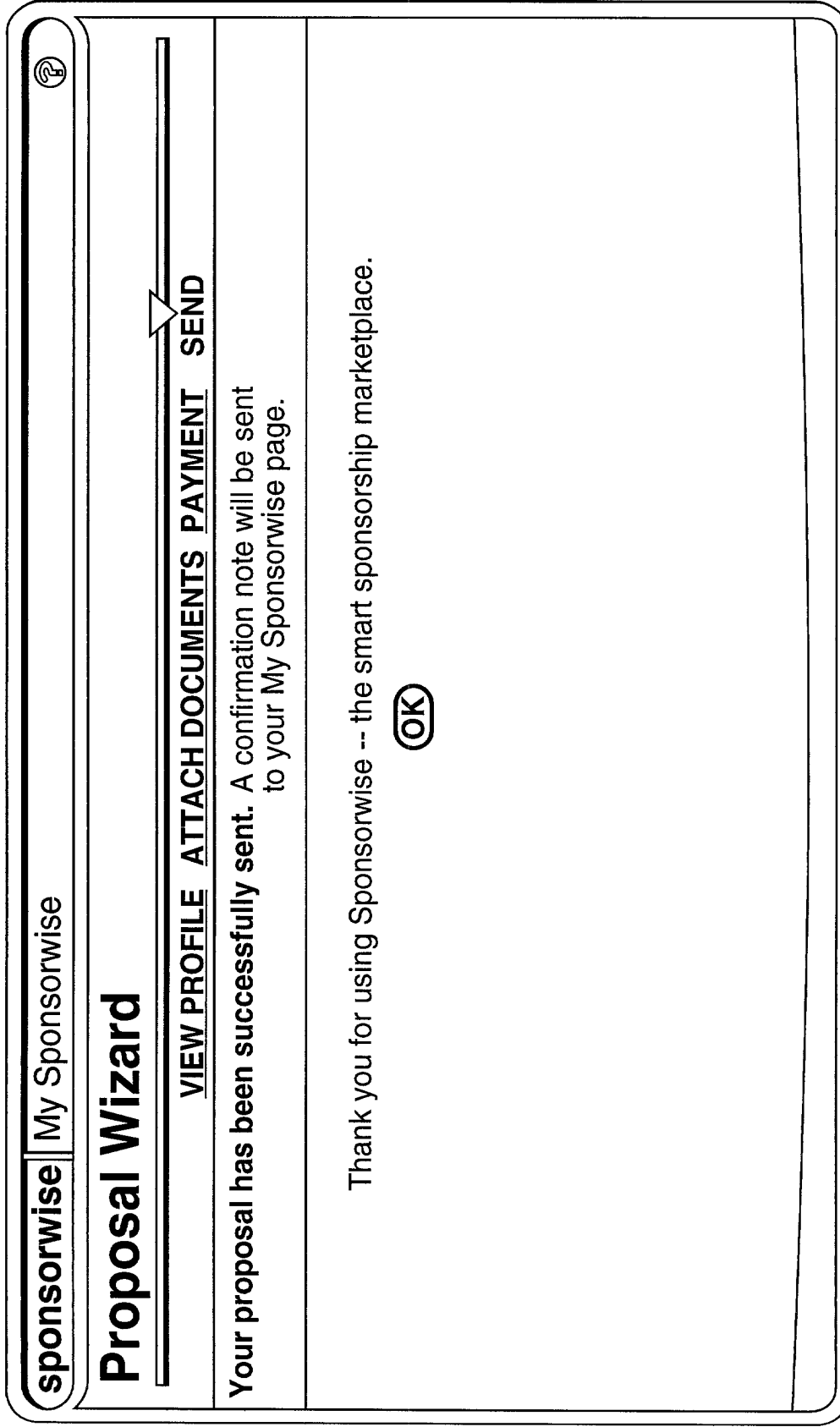


Fig. 20

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My Sponsorwise Front Page Sponsorship Manager RFP Board Messages My Account																	
Wednesday, October 18, 2000																	
<p>Good Evening John McKay of LMD, Inc.</p> <p>Current Profile: <input type="button" value="West Region Buyer"/> <input type="button" value="Edit Profile"/></p> <p style="text-align: center;">Create An RFP</p> <p style="text-align: center;">Wise Promotions</p> <p style="text-align: center;">Consulting Services</p> <p>Search: <input type="text"/></p> <p>Saved Searches: Jazz Festivals Music Events Fitness Competitions</p> <p><input type="button" value="Favorites"/></p>	<div style="text-align: center;"> SHAQTACULAR Athletics & Entertainers for Kids </div> <div style="display: flex; justify-content: space-around;"> Athletics & Entertainers for Kids® </div> <div style="display: flex; justify-content: space-around;"> <i>EastLife</i> CENTER </div>	<p style="text-align: center;">Industry News</p> <p>Donnie Osmond Tattoo Sold on Sponsorwise for Record \$6.5 Million</p> <p>Sponsorship Market Growing Thanks to New Internet Opportunities More-></p> <p style="text-align: center;">Notification</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>File Type</th> <th>Subject</th> <th>Received</th> </tr> </thead> <tbody> <tr> <td><input checked="" type="checkbox"/> </td> <td>Proposal Notice: Response to your RFP "Q1'01 Festival"</td> <td>Fri 9/22/00 2:22:PM</td> </tr> <tr> <td><input type="checkbox"/> </td> <td>Saved Search: New matches to saved search "Jazz Festivals"</td> <td>Thu 9/21/00 12:45:PM</td> </tr> <tr> <td><input type="checkbox"/> </td> <td>Proposal Notice: Response to your RFP "Q4'00 Music Events"</td> <td>Wed 9/20/00 7:08:AM</td> </tr> <tr> <td><input type="checkbox"/> </td> <td>Saved Search: New matches to saved search "Fitness Competitions"</td> <td>Tue 9/19/00 10:28:AM</td> </tr> </tbody> </table> <div style="text-align: center; border: 2px solid black; padding: 5px; margin-top: 10px;"> FILE </div>	File Type	Subject	Received	<input checked="" type="checkbox"/>	Proposal Notice: Response to your RFP "Q1'01 Festival"	Fri 9/22/00 2:22:PM	<input type="checkbox"/>	Saved Search: New matches to saved search "Jazz Festivals"	Thu 9/21/00 12:45:PM	<input type="checkbox"/>	Proposal Notice: Response to your RFP "Q4'00 Music Events"	Wed 9/20/00 7:08:AM	<input type="checkbox"/>	Saved Search: New matches to saved search "Fitness Competitions"	Tue 9/19/00 10:28:AM
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<input type="checkbox"/>	Saved Search: New matches to saved search "Fitness Competitions"	Tue 9/19/00 10:28:AM															

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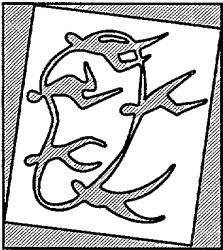
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First Night Boston 2001

Cover Note From Property Owner:

Thank you for the opportunity to present our First Night Boston sponsorship opportunities. First Night Boston is the largest New Year's celebration in North America; featuring theatre, dance, fireworks and much more. Please note that the attachments below provide additional information -- the Excel spreadsheet contains full financial disclosures.

Attached Documents

[FirstNight2000.ra](#)

[Financials.xls](#)

[HappyNotes.txt](#)

Multimedia overview of our Year 2000 celebrations. Requires RealPlayer.

Full financial disclosures.

Tons and tons of letters from happy Sponsors!

Real Multimedia

Excel

Text

Proposal Viewer

[My Sponsorwise > RFP Board > RFP > Proposal](#)

Please click here to view our Sponsorwise Property Listing

Fig. 22

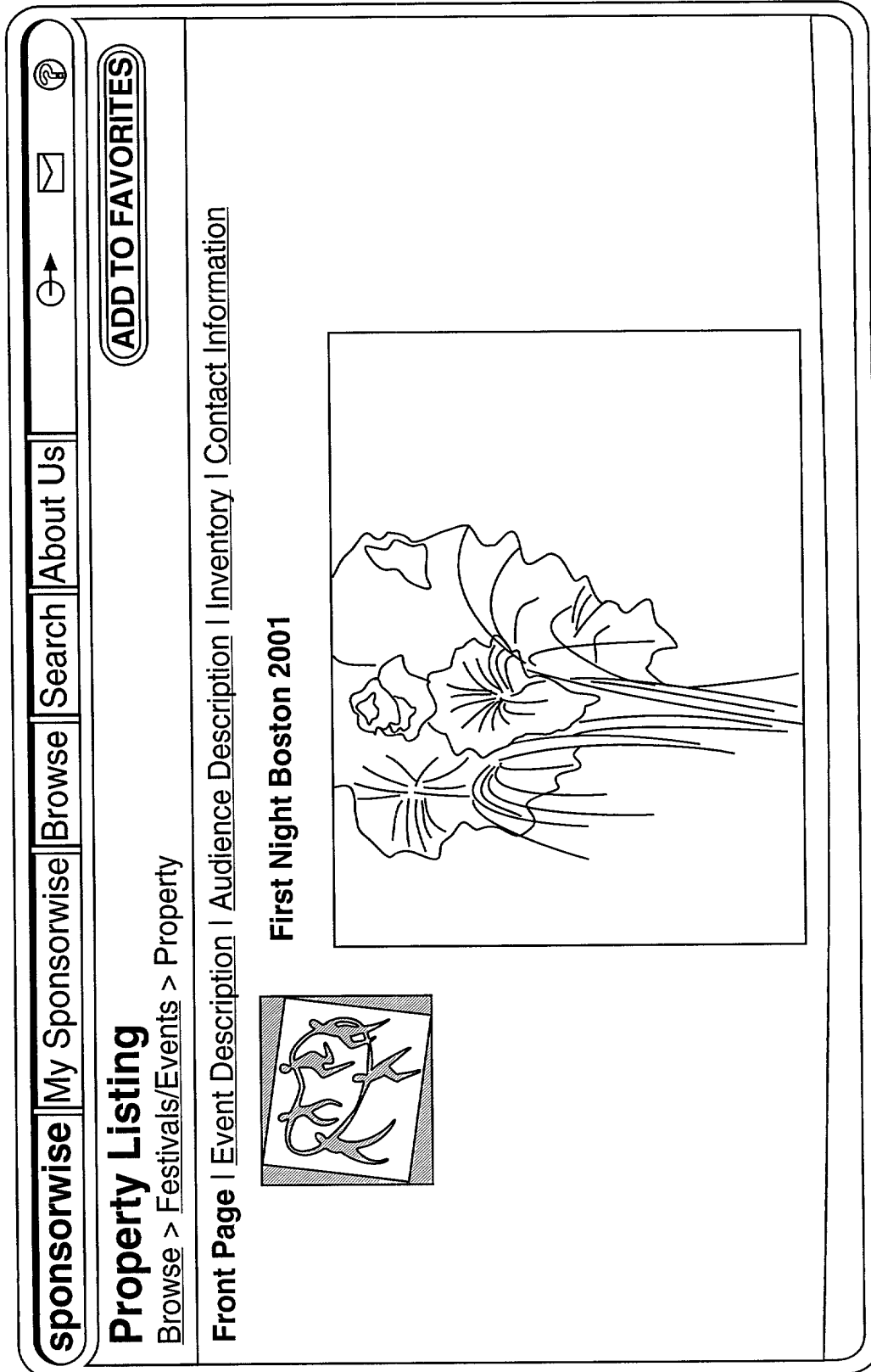


Fig. 23

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Property Listing

Browse > Festivals/Events > Property

ADD TO FAVORITES

Front Page | [Event Description](#) | [Audience Description](#) | [Inventory](#) | [Contact Information](#)


Name:

First Night Boston 2001

Years in Existence:

24

Property Type:



Festivals/Events






Attending Audience:

3,000,000

Extended Audience:

5,000,000

Key Characteristics:



Event Summary:

First Night Boston is the largest New Year's celebration in North America. First Night is an exciting city-wide arts festival featuring theatre, dance, visual art, family entertainment, large-scale ice sculptures, the First Night Grand Procession, fireworks and much more.

Event Date(s):

December 30, 2000 - January 2, 2001

Venue Location:

Zip Code: 02107

City: Boston

Region: Northeast

Closest Major Market: Boston

Sponsorship Price Range:

\$2,000 - \$200,000

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Fig. 24

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Property Listing

[Browse](#) > [Festivals/Events](#) > [Property](#)

[Front Page](#) | [Event Description](#) | [Audience Description](#) | [Inventory](#) | [Contact Information](#)

Attending Audience: 3,000,000

Household Income:

Income Range	Percentage
Under \$25,000	5%
\$25,000 - \$39,999	5%
\$40,000 - \$54,999	30%
\$55,000 - \$74,999	30%
\$75,000 - \$99,999	15%
\$100,000 - \$149,999	10%
\$150,000+	5%

Age:

Age Group	Percentage
Young Children (0-12)	5%
Teenagers (13-17)	10%
Young Adults (18-35)	25%
Mature Adults (36-55)	50%
Seniors (56-75)	7%
Elderly (76+)	3%

Gender: 50/50

Audience Description: First Night attracts a diverse population from families and kids to seniors. The majority of the audience enjoy fine arts, jazz, classical music, and live entertainment.

Fig. 25

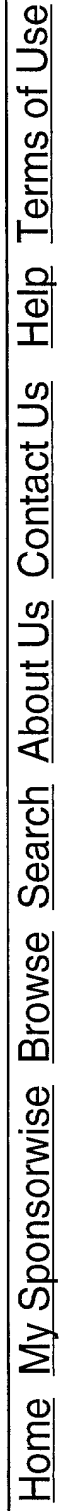


Fig. 26

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Property Listing

[Browse](#) > [Festivals/Events](#) > [Property](#)

[Front Page](#) | [Event Description](#) | [Audience Description](#) | [Inventory](#) | [Contact Information](#)

Contact: Dave Sullivan

Phone: 617-357-0065

email dsullivan@firstnightintl.org

Address:

Fig. 27

searchwise

My Sponsorwise

Browse

Search

About Us

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🔗

Search

Basic Search | [Advanced Search](#) | [Saved Searches](#)

Basic Search:

Please enter search terms for name, description, or keywords.

☐ Include Free Listings

SEARCH

- [Advanced Search](#)
- [Saved Searches](#)

search

My Sponsorwise

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Search

About Us

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🔗

Search

Basic Search | Advanced Search | Saved Searches

Advanced Search:

Name, Description, or Keywords:

☐ Include Free Listings

Event Type:

All

Dates:

From:

Select Month

Select Year

To:

Select Month

Select Year

Minimum Desired Household Income:

For majority of audience.

Select Minimum Income

Desired Age Range:

For majority of audience.

Select Age Range

Gender:

☒ Reach more males

☐ Reach more females

☐ Reach both males and female

SEARCH

Save this Search

• Basic Search

• Saved Searches

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Fig. 29

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Search

About Us

Add Characteristics

Please select event characteristics for your search.

FESTIVALS/EVENTS:

Youth

☐

Educational

☐

Gay & Lesbian

☐

Religious

☐

Celebrity Potential

☐

Food & Drink

☐

Family-Oriented

☐

Civic Pride

☐

Nature Oriented (Outdoors)

☐

Live Music/Entertainment

☐

Media Co-sponsor

☐

TV Coverage

☐

Shopping opportunity

☐

Snob Appeal

☐

Sports: Team

☐

Xtreme

☐

Racing Motor Sports

☐

Road racing

☐

OK

CANCEL

Fig. 30

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Search

[Basic Search](#) | [Advanced Search](#) | [Saved Searches](#)

Advanced Search:
Name, Description, or Keywords:

Key characteristics: [Add](#)

☐ Include Free Listings

Event Type:

Dates:
From: **Select Month** **Select Year**
To: **Select Month** **Select Year**

Minimum Desired Household Income: For majority of audience.
 Select Minimum Income

Desired Age Range:
 For majority of audience.
 Select Age Range

Gender:
☒ Reach more males
☐ Reach more females
☐ Reach both males and female

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[Save this Search](#)

- [Basic Search](#)
- [Saved Searches](#)

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<h2 style="margin: 0;">Search</h2> <p style="margin: 5px 0;">Basic Search Advanced Search Saved Searches</p> <hr/> <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>Advanced Search:</p> <p>Name, Description, or Keywords: <input type="text"/></p> <p><input type="checkbox"/> Include Free Listings</p> </div> <div style="width: 45%;"> <p>Key characteristics: Add</p> <div style="display: flex; align-items: center; gap: 10px;"> ⚔️ 🏠 📈 </div> </div> </div> <div style="margin-top: 20px;"> <div style="display: flex; justify-content: space-between;"> <div style="width: 30%;"> <p>Event Type:</p> <input type="text" value="All"/> </div> <div style="width: 30%;"> <p>Dates:</p> <div style="display: flex; justify-content: space-between;"> <div>From: <input type="text" value="June"/> <input type="text" value="2001"/></div> <div>To: <input type="text" value="September"/> <input type="text" value="2001"/></div> </div> </div> <div style="width: 30%;"> <p>Gender:</p> <p><input type="radio"/> Reach more males</p> <p><input type="radio"/> Reach more females</p> <p><input checked="" type="radio"/> Reach both males and female</p> </div> </div> </div> <div style="margin-top: 20px;"> <p>Minimum Desired Household Income: For majority of audience.</p> <input type="text" value="\$40,000 - 54,999"/> </div> <div style="margin-top: 20px;"> <p>Desired Age Range: For majority of audience.</p> <input type="text" value="Mature Adults (36-55)"/> </div>			

Results:

Sorry, no results were found.

SEARCH

[Save this Search](#)

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Save Your Search

Please enter unique name for your search.

enter search name

☐ Run continuously and notify me of new matches

OKCANCEL

Fig. 33

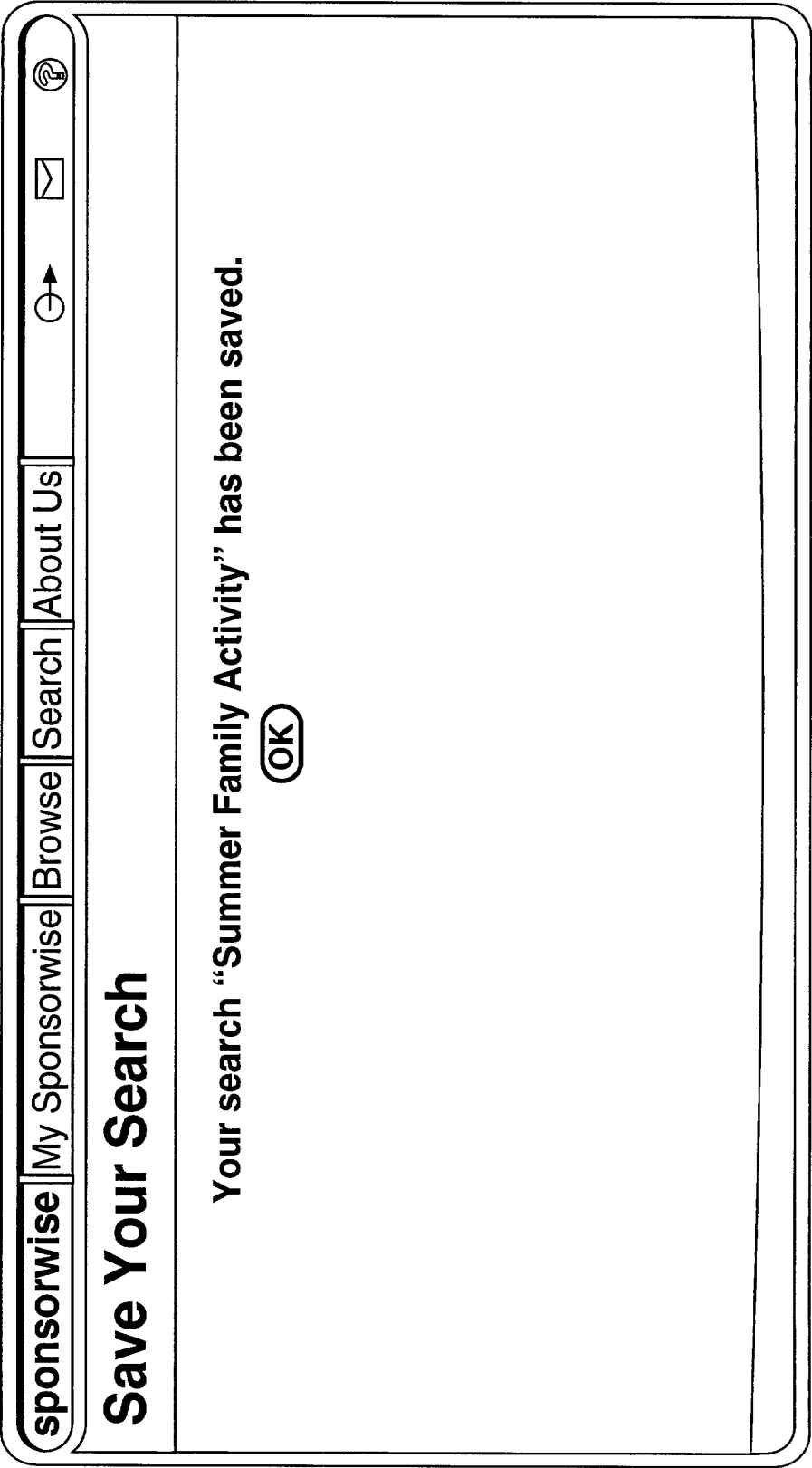


Fig. 34

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Fig. 36





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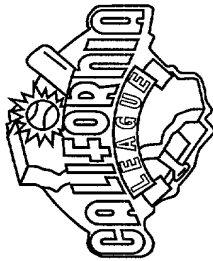


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Property Listing

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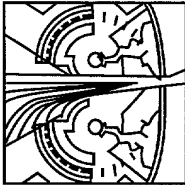
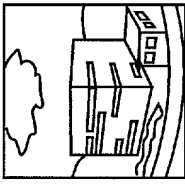
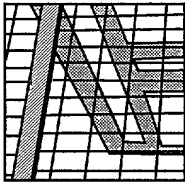
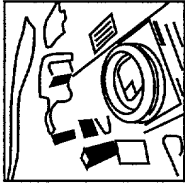
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California League

Picture Gallery

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Fig. 37

Fig. 38

Property Listing
Browse > Sports > Property

Front Page | [Event Description](#) | **Audience Description** | [Inventory](#) | [Contact Information](#)

Attending Audience: 3,000,000

Household Income:

Household Income Range	Percentage
Under \$25,000	14%
\$25,000 - \$39,999	19%
\$40,000 - \$54,999	20%
\$55,000 - \$74,999	19%
\$75,000 - \$99,999	15%
\$100,000 - \$149,999	13%
\$150,000+	0%

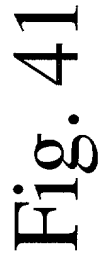
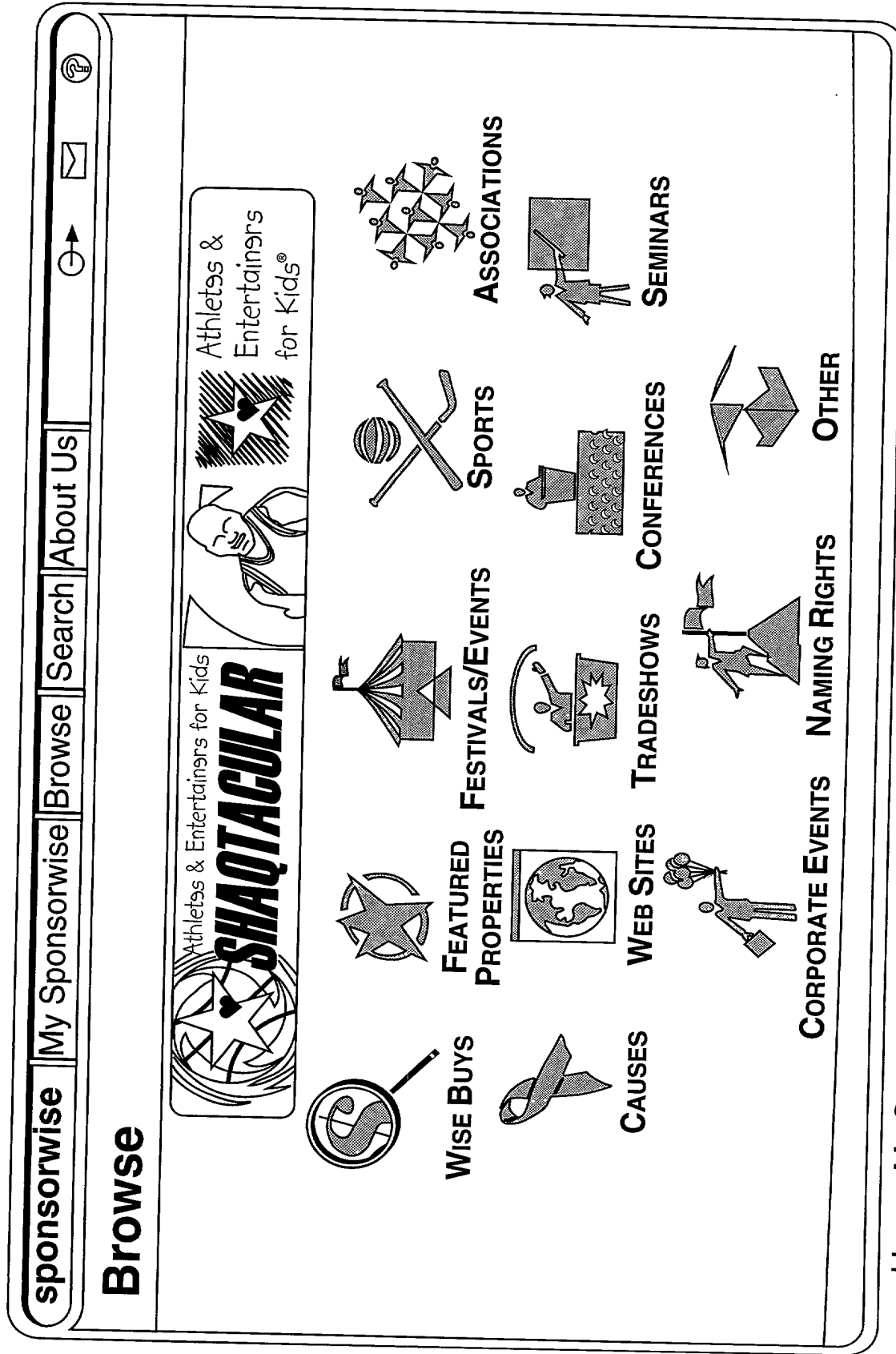


Fig. 41

sponsorwise My Sponsorwise Browse Search About Us																					
My Sponsorwise Front Page Property Manager RFP Board Messages My Account																					
Wednesday, October 18, 2000																					
<p>Good Evening</p> <p>Pete Thureson of California League</p> <p>Current Profile:</p> <p>Cal League Seller ▼ Edit Profile</p> <p>Create A Property</p> <p>Wise Promotions</p> <p>Consulting Services</p>	<div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"> <p style="font-size: small;">Athletes & Entertainers for Kids</p> <div style="display: flex; align-items: center;"> <div> <p style="margin: 0;">Athletes & Entertainers for Kids®</p> </div> </div> </div> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> Grateful Dead Tribute 1/23/01-New York </div> <div style="text-align: center;"> Michal Schumacher Convention Center Indy500-01 Season Las Vegas, NV </div> <div style="text-align: center;"> Dead & Co. CENTER </div> </div> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p style="font-size: small;">Industry News</p> <p>Donnie Osmond Tattoo Sold on Sponsorwise for Record \$6.5 Million</p> <p>Sponsorship Market Growing Thanks to New Internet Opportunities</p> <p>More-></p> </div>																				
<div style="display: flex; justify-content: space-between;"> <div style="width: 30%;"> <p>Notification</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">File Type</th> <th style="text-align: left;">Subject</th> </tr> </thead> <tbody> <tr> <td><input type="checkbox"/> </td> <td>Unsold Inventory: Two Week Notice (Backpack Day)</td> </tr> <tr> <td><input type="checkbox"/> </td> <td>Saved Search: New matches to saved search "2001 Events"</td> </tr> <tr> <td><input type="checkbox"/> </td> <td>RFP: AutoSearch has found an RFP that matches your profile</td> </tr> <tr> <td><input type="checkbox"/> </td> <td>RFP: Auto Search has found an RFP that matches your profile</td> </tr> </tbody> </table> </div> <div style="width: 65%;"> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="2" style="text-align: left;">Received</th> </tr> </thead> <tbody> <tr> <td style="width: 60%;">Fri 9/22/00 2:22:PM</td> <td></td> </tr> <tr> <td>Thu 9/21/00 12:45:PM</td> <td></td> </tr> <tr> <td>Wed 9/20/00 7:08:AM</td> <td></td> </tr> <tr> <td>Tue 9/19/00 10:28:AM</td> <td></td> </tr> </tbody> </table> </div> </div>		File Type	Subject	<input type="checkbox"/>	Unsold Inventory: Two Week Notice (Backpack Day)	<input type="checkbox"/>	Saved Search: New matches to saved search "2001 Events"	<input type="checkbox"/>	RFP: AutoSearch has found an RFP that matches your profile	<input type="checkbox"/>	RFP: Auto Search has found an RFP that matches your profile	Received		Fri 9/22/00 2:22:PM		Thu 9/21/00 12:45:PM		Wed 9/20/00 7:08:AM		Tue 9/19/00 10:28:AM	
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Wed 9/20/00 7:08:AM																					
Tue 9/19/00 10:28:AM																					
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Wise Promo Wizard				
<div style="text-align: right;">(NEXT) ></div> <hr/> <div>PROMO TYPE WISE PROMO SET-UP PAYMENT POST</div> <hr/>				
Select promotion(s) to maximize your exposure to buyers.				
Wise Promo Options:				
<input checked="" type="checkbox"/> Wise Buys	List your unsold and "one-off" inventory to buyers looking to supplement their Sponsorship holdings. Wise Buys will be viewable under its own category by all Sponsorwise visitors who browse Sponsorwise. In addition, appropriate Buyers will be notified when your offering matches their interest. <i>Specifications & Restrictions:</i> By enrolling your property in the Wise Buys program, you agree to decrease the price by 10% from the latest listing price, and to decrease the price by at least an additional 2.5% per day until property is liquidated. Click here for more information			
<input type="checkbox"/> Banner Ads	Maximize exposure to the Sponsorwise community with premium placed advertising messages and create a call to action. A powerful way to make sure your message is heard. <i>Specifications:</i> Banner ads measure up to 475 pixels x 175 pixels. A graphic (JPEG or GIF) must be supplied for upload at the time of sign-up. Click here for more information			
<input type="checkbox"/> Featured Selections	Draw attention to your offering and be seen as a featured selection at the top of category Browse pages. A great showcase to highlight your opportunity and stand out from the crowd. <i>Specifications:</i> Featured Selections measure 100 pixels x 100 pixels. A graphic (JPEG or GIF) must be supplied for upload at the time of sign-up. Click here for more information			
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Fig. 44

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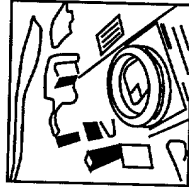
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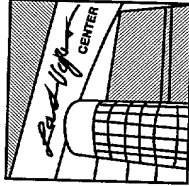


Wise Buys

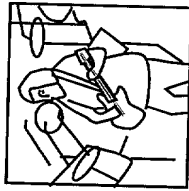
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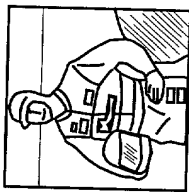
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St. Louis, MO



[Convention Center](#)
Las Vegas, NV



[Grateful Dead Tribute](#)
1/23/01-New York



[Michal Schumacher](#)
Indy500-01 Season

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The SoFA Music Experience is a weekend long event showcasing new music technology, local, regional, and national caliber bands and Silicon Valley companies active in the digital music revolution

VIP Party Sponsorship - Exclusive sponsorship of the VIP Party, on-site promotional opportunity, on-site signage 9/14/00-9/17/00 \$6,000

Outdoor Stage Sponsorship - Naming rights to an outdoor stage, on-site opportunity, on-site signage, admission to all event functions. 9/14/00-9/17/00 \$5,000

T-shirt Sponsorship - Exclusive sponsorship of event T-shirt, logo inclusion on T-shirt, admission to all event functions. 9/14/00-9/17/00 \$5,000

Beverage Sponsorship - Logo inclusion on all collateral, use of logo cups, on-site opportunity, and on-site signage. 9/14/00-9/17/00 \$3,000 per donation

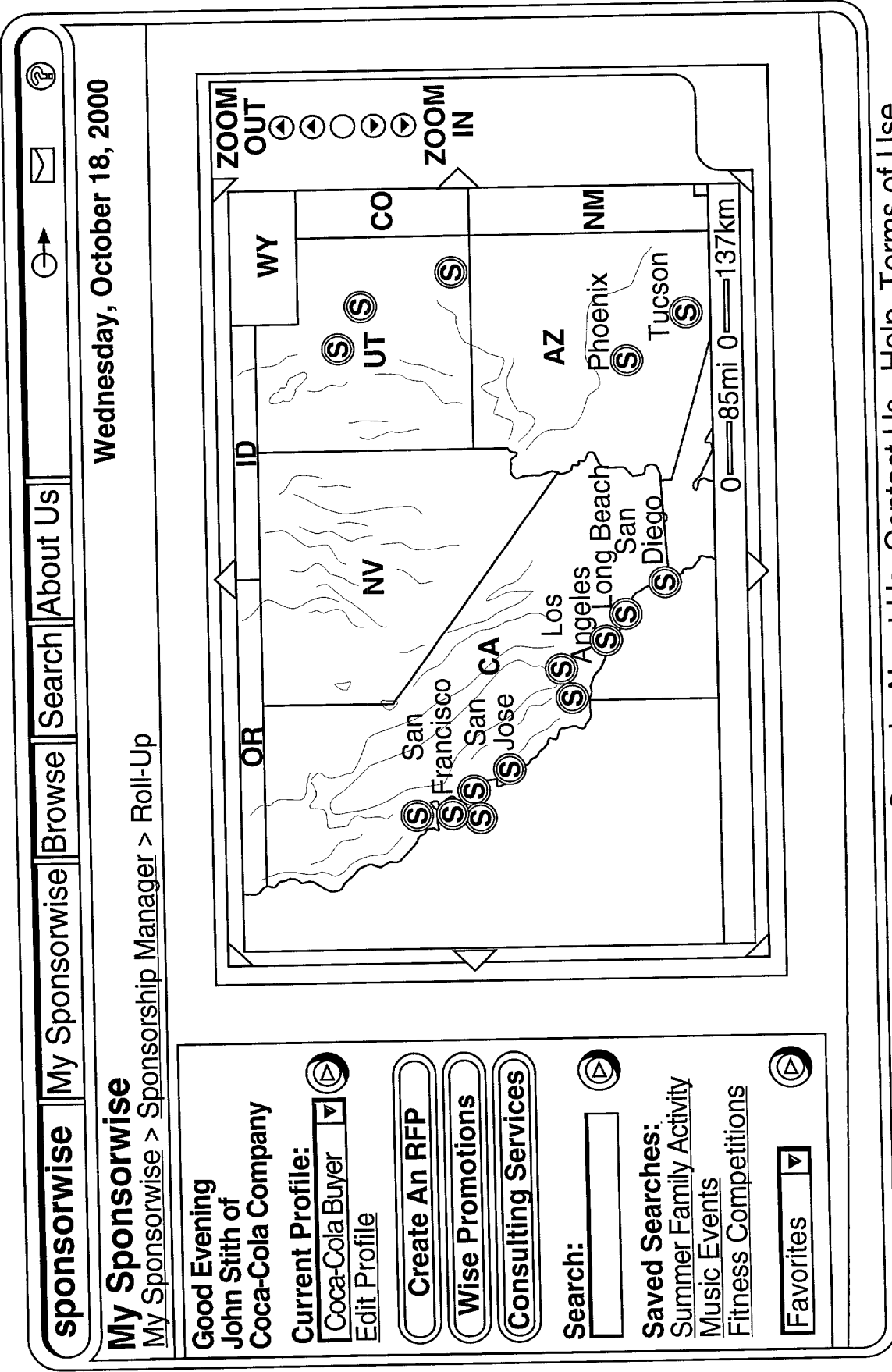
Corporate Sponsorship - 10' x 10' booth inside Saturday Expo, 10' x 10' booth at Sunday Festival, signage opportunity, admission to all event functions. 9/14/00-9/17/00 \$1,500

Expo Sponsorship - 10' x 10' booth at Saturday Expo, signage opportunity inside Expo 9/14/00-9/17/00 \$1,000

The California League is a Class A Minor League Baseball league with 10 teams playing in California. Twenty-five percent of major league players have played in the California League. Baseball for purists. The league averages 2,000,000 per season.

Hat Day - Official, high-quality, CBL hats with your company logo to be distributed to the first 2000 kids at the last homestand of each of 10 California League teams. 9/25/00-10/3/00 \$10,000

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<p>Good Evening John Stith of Coca-Cola Company</p> <p>Current Profile:</p> <div style="border: 1px solid black; padding: 2px; width: fit-content;">Coca-Cola Buyer ▼</div> Edit Profile		<div style="text-align: center; margin-bottom: 10px;"> SHAQIACULAR <small>Athletes & Entertainers for Kids</small> </div> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> Athletes & Entertainers for Kids® </div> <div style="text-align: center;"> Industry News Donnie Osmond Tattoo Sold on Sponsorwise for Record \$6.5 Million </div> <div style="text-align: center;"> Sponsorship Market Growing Thanks to New Internet Opportunities More-> </div> </div>											
<p>Create An RFP</p> <p>Wise Promotions</p> <p>Consulting Services</p>		<p>Notification</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="padding: 5px;">File Type</th> <th style="padding: 5px;">Subject</th> </tr> </thead> <tbody> <tr> <td style="text-align: center; vertical-align: middle;"><input type="checkbox"/></td> <td>Saved Search: New matches to saved search "Summer Family Activity"</td> </tr> <tr> <td style="text-align: center; vertical-align: middle;"><input type="checkbox"/></td> <td>Proposal Notice: Response to your RFP "Q1'01 Festival"</td> </tr> <tr> <td style="text-align: center; vertical-align: middle;"><input type="checkbox"/></td> <td>Proposal Notice: Response to your RFP "Q4'00 Music Events"</td> </tr> <tr> <td style="text-align: center; vertical-align: middle;"><input type="checkbox"/></td> <td>Saved Search: New matches to saved search "Fitness Competitions"</td> </tr> </tbody> </table>		File Type	Subject	<input type="checkbox"/>	Saved Search: New matches to saved search "Summer Family Activity"	<input type="checkbox"/>	Proposal Notice: Response to your RFP "Q1'01 Festival"	<input type="checkbox"/>	Proposal Notice: Response to your RFP "Q4'00 Music Events"	<input type="checkbox"/>	Saved Search: New matches to saved search "Fitness Competitions"
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<p>Search:</p> <div style="border: 1px solid black; height: 20px; width: 100%;"></div> <p>Saved Searches:</p> <ul style="list-style-type: none"> Summer Family Activity Music Events Fitness Competitions <p>Favorites ▼</p>		<p>Wednesday, October 18, 2000</p>											



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Wednesday, October 18, 2000

Good Evening
John Stith of
Coca-Cola Company

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[Music Events](#)
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Favorites

California Sponsorships

Date	Event	Location
9/2/00 - 10/1/00	Shakespeare in the Park	Golden Gate Park San Francisco, California, USA
9/21/00 - 9/24/00	California Bluegrass & Cowboy Music Festival	Plymouth, California, USA
9/22/00 - 9/24/00	International Jazz Festival	Santa Barbara, California, USA
9/22/00 - 9/24/00	San Francisco Blues Festival	Great Meadow, Fort Mason San Francisco, California, USA
9/22/00 - 9/23/00	World Music Festival	Chico, California, USA
9/23/00 - 9/24/00	10th Annual International Friendship Festival	El Cajon, California, USA
9/29/00 - 10/1/00	California International Airshow	Salinas, California, USA
10/5/00 - 10/15/00	Mill Valley Film Festival	Various Locations Mill Valley, California, USA
10/6/00 - 10/8/00	Fleet Week	Pier 39 San Francisco, California, USA
10/6/00 - 10/8/00	The Great Temecula Tractor Race	Temecula, California, USA

49/50

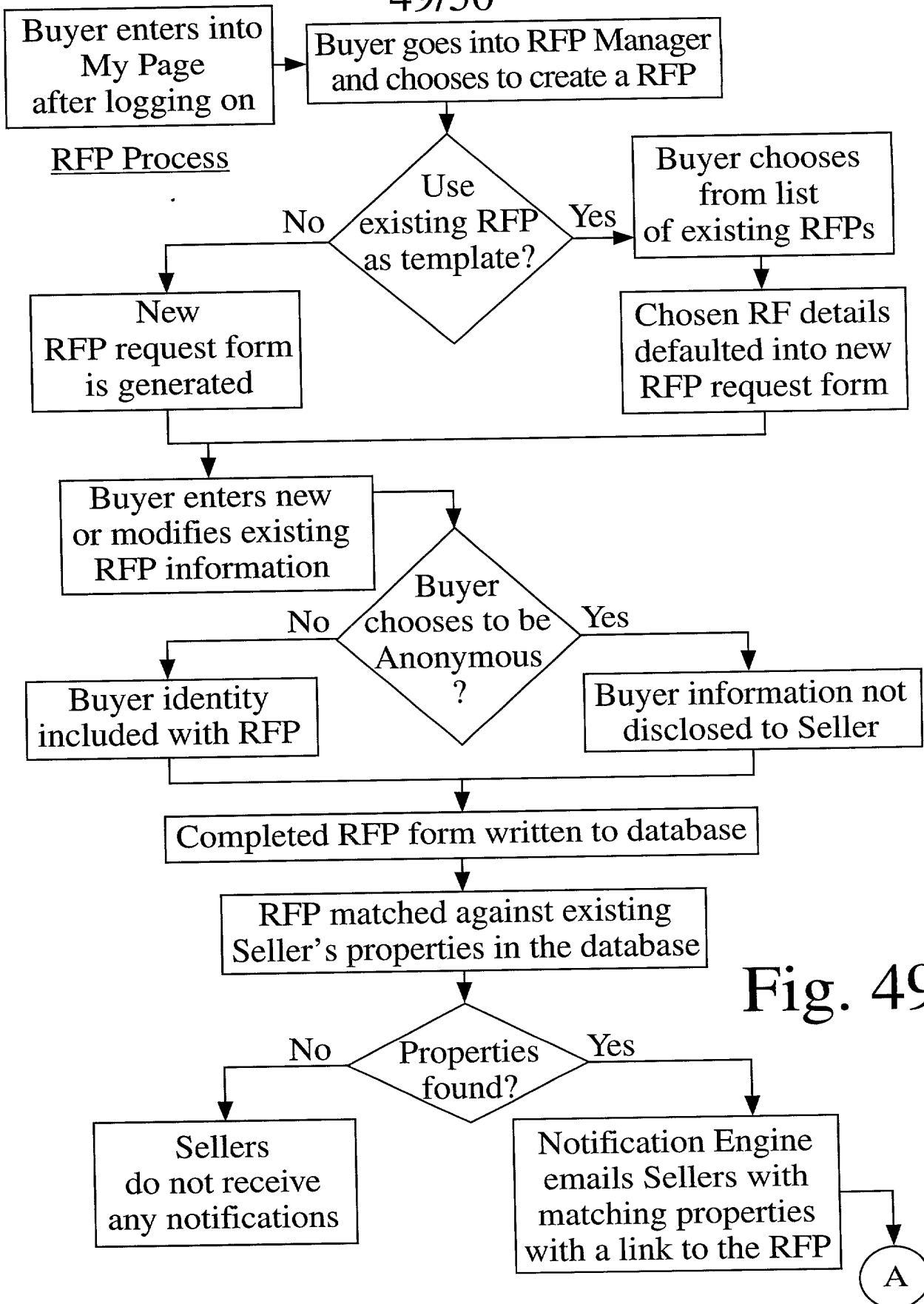


Fig. 49

50/50

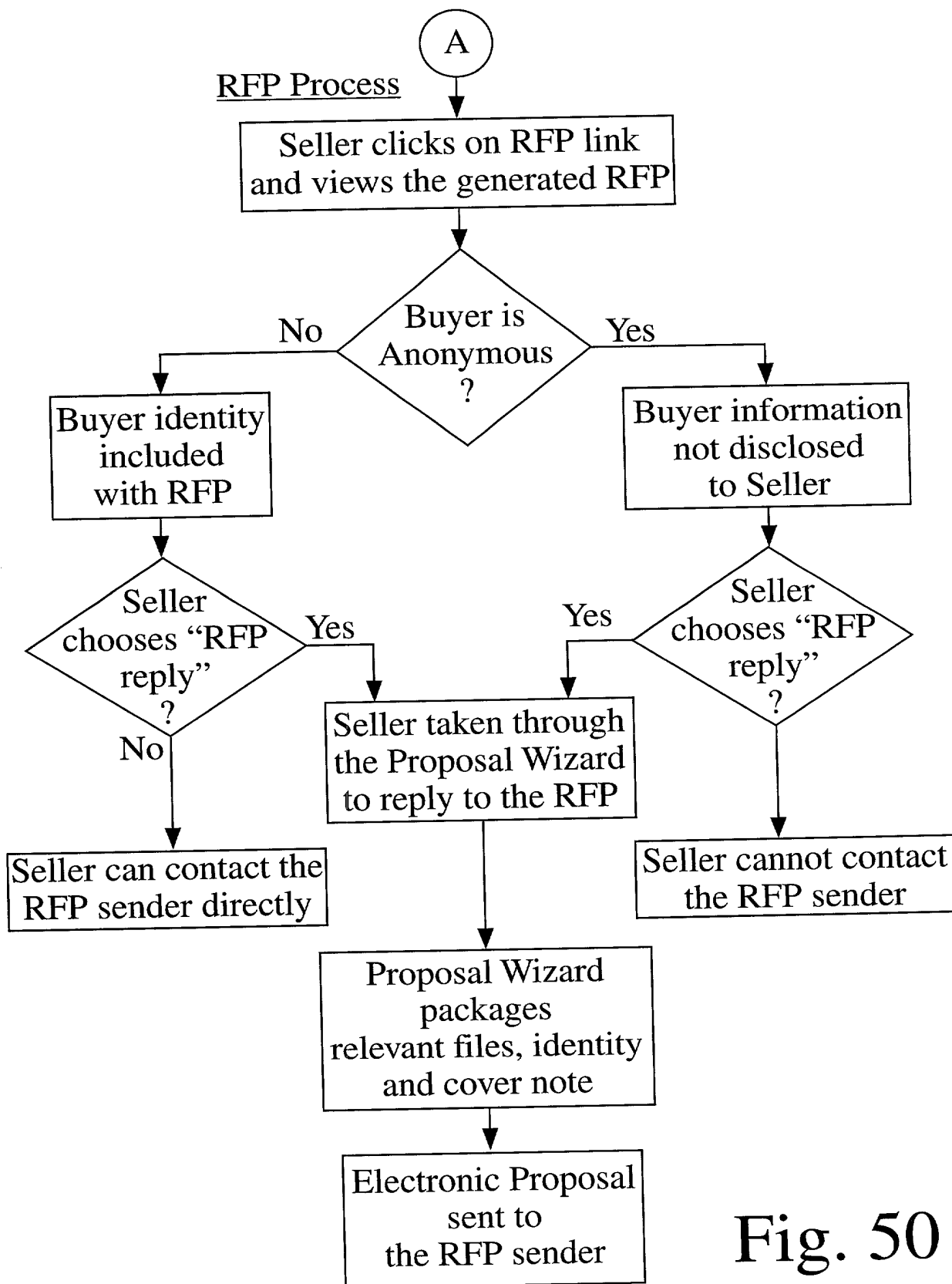


Fig. 50